



**SPECIAL JOINT MEETING
CITY COUNCIL & PLANNING COMMISSION**

**City Hall
American River Room - North
2729 Prospect Park Drive, Rancho Cordova**

Monday, April 30, 2007

5:30 p.m. - Work Session

AGENDA

WORK SESSION

Call to Order

Roll Call: Council Members Cooley, Skoglund, McGarvey, Budge and Mayor Sander
Planning Commissioners Burke, Cummings, Savorn, Smith, Vance, Moe and Chair
Konarski

Work Session Items

1. **Subject:** Economic and Neighborhood Development Strategy.
Recommendation: Discussion only; provide direction to staff as appropriate.
Result of Recommended Action: Staff will bring the final Economic and Neighborhood Development Strategy to a future Council meeting for formal approval.
Staff Report: Brian Haworth and Curt Haven, Economic Development Department
Advances Goals: 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, and 13
Fosters Strong Neighborhood Initiative
2. **Subject:** Zoning Code Update – Issue Summary, Code Outline and Entitlement Procedures.
Recommendation: Discussion only; provide direction to staff related to zoning code strategies, organizational system and entitlement procedures.
Result of Recommended Action: Discussion and reaction will allow City staff to complete work on Task 2 of the Zoning Code Update – Project and Document Set-up and initiate work on Task 3 – Special Zoning Code Considerations.
Staff Report: Jeffrey Beiswenger and Pam Johns, Planning Department
Advances Goals: 1, 2, 4, 5, 6, 7, 8, and 9
Fosters Strong Neighborhood Initiative

Oral Communications

3. Public Comment

At a work session or special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Note, under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any unagendized item.

ADJOURNMENT

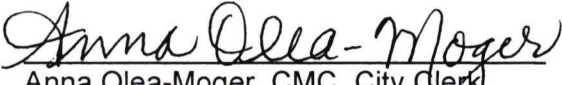
In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

CERTIFICATION OF AGENDA POSTING

City Clerk's Certificate of Posting of Agenda

I, Anna Olea-Moger, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the April 30, 2007 Special Joint Meeting of the Rancho Cordova City Council and Planning Commission was posted on April 26, 2007 at the office of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670 and was available for public review at that location. The agenda is also available on the city web site at www.cityofranhocordova.org.

Signed this 26th day of April 2007 at Rancho Cordova, California.


Anna Olea-Moger, CMC, City Clerk

MEMORANDUM



DATE: April 30, 2007
TO: Honorable Mayor and Council Members
FROM: Curt Haven, Director of Economic Development
Brian Haworth, Management Analyst II
SUBJECT: ECONOMIC AND NEIGHBORHOOD DEVELOPMENT STRATEGY

RECOMMENDATION

For discussion purposes only; provide direction to staff as appropriate.

RESULT OF RECOMMENDED ACTION

At a later date, staff will bring the final Economic and Neighborhood Development Strategy for Council approval.

BACKGROUND

Last year, the Council approved the General Plan, a policy document that articulates the community's vision for the next few decades. The General Plan contains a series of goals and policies required to achieve this vision; what it doesn't do is prioritize and propose strategic actions that are practical, opportunistic and market-driven.

Economic and neighborhood development are the primary focuses of the General Plan, and it's these issues that continue to be at the forefront of Council and community interest. With ambitious desires and limited resources comes the need to propose and prioritize a sequence and phasing of efforts. Tonight's presentation addresses this need.

Staff is moving forward to develop the City's first Economic and Neighborhood Development Strategy, a five-year work program focused on tangible and measurable results. The purpose of tonight's discussion is to: (1) receive Council input on the Strategy's proposed initiatives; and (2) vet possible short- and long-term action items for each of those initiatives. The proposed initiatives are listed below (in random order):

- Revitalize older commercial corridors.
- Improve neighborhoods.
- Broaden housing choices.
- Foster placemaking; enhance community amenities.
- Retain and expand business.
- Strengthen retail opportunities.
- Attract new business.

NEXT STEPS

Once Council input is received, staff will cull recommendations into a draft Economic and Neighborhood Development Strategy. Scheduled for completion by the end of May 2007, the draft Strategy will be circulated for comment by all involved stakeholders including but not limited to, community and business leaders, local agencies and the City Management Team. The final Strategy will be presented for Council consideration and approval in July 2007.



ECONOMIC AND NEIGHBORHOOD DEVELOPMENT STRATEGY WORKSHOP

Presented by: Economic Development Department
Curt Haven, Economic Development Director
Brian Haworth, Management Analyst II
Reed Flory, Housing Administrator
Marta Boerger, Administrative Assistant

Consultants: Applied Development Economics
Doug Svensson, AICP

Seifel Consulting
Libby Seifel, AICP

April 30, 2007



WELCOME – WHY WE ARE HERE

Purpose:

Develop a 5-year Economic and
Neighborhood Development Strategy to
be adopted in July, 2007

Action:

- Present initial recommendations
- Solicit Council feedback

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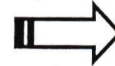
FRAMEWORK FOR ACTION

Citywide Goals

- Image
- Public Services
- Economic Opportunities
- Housing
- Downtown
- Livability
- Fiscal Management
- Safety
- Transportation
- Citizenship
- Regional Leadership
- Employee Development
- City Boundaries

Strategies for:

- Economic Development
- Redevelopment
- Housing



Action Plan

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ECONOMIC AND NEIGHBORHOOD DEVELOPMENT STRATEGY

Purpose:

Provide an action plan to implement citywide goals

Contents:

Actual programs and activities needed over the next five years to achieve the vision of Rancho Cordova expressed in the goals

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IMPLEMENTATION INITIATIVES

We have developed seven strategic implementation initiatives to encompass the proposed action plan.

1. Revitalize commercial corridors
2. Strengthen neighborhoods
3. Broaden housing choices
4. Foster placemaking and enhance community amenities
5. Retain and expand existing businesses
6. Strengthen retail opportunities
7. Attract new businesses

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INITIATIVES – GOALS

Citywide Goals	Economic and Neighborhood Development Strategy						
	Revitalize Commercial Corridors	Strengthen Neighborhood	Broaden Housing Choices	Foster Placemaking; Enhance Community Amenities	Retain and Expand Existing Businesses	Strengthen Retail Opportunities	Attract New Businesses
Foster a Positive Image of Rancho Cordova	*	*	*	*	*	*	*
Improve Transportation and Connectivity	*	*	*				*
Champion Employee Development and a High Performance Work Environment					*		
Ensure the Availability of the Best Public Services in the Region	*	*		*	*	*	*
Establish a Vibrant Downtown	*	*	*	*	*	*	
Ensure a Safe Community	*	*	*	*	*		
Improve the Quality of Housing in Rancho Cordova	*	*	*				
Sustain a Livable Community	*	*	*	*	*	*	*
Drive Diverse Economic Opportunities	*	*	*		*	*	*
Foster Responsible Citizenship		*		*	*		
Practice Sound Fiscal Management	*	*			*	*	*
Establish Logical (City) Boundaries						*	
Continue to Provide Regional Leadership	*	*	*	*	*	*	*

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INTERPLAY BETWEEN ECONOMIC DEVELOPMENT, REDEVELOPMENT AND HOUSING

Economic Development

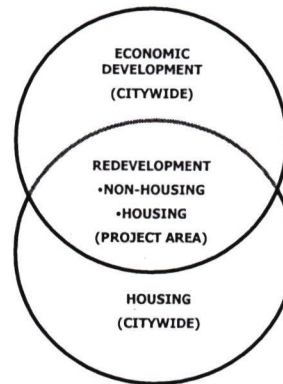
- Diversify economy
- Encourage retail expansion
- Establish a vibrant downtown
- Create a convention center
- Attract and retain business that provide a full range of career choices

Redevelopment

- Eliminate physical and economic blight
- Facilitate private investment within Project Area
- Revitalize and strengthen business on Folsom Blvd.
- Promote infill development
- Rehabilitate and revitalize existing neighborhoods

Housing

- Seek a diversity of housing opportunities
- Increase homeownership
- Balance housing and jobs
- Promote sustainable housing
- Pursue funding



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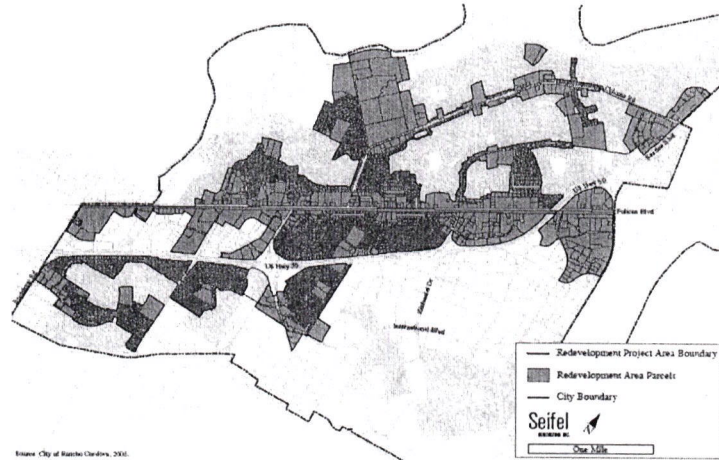
REDEVELOPMENT PRINCIPLES AND REQUIREMENTS

- Rancho Cordova Redevelopment Project Area
- Legal Requirements
 - All redevelopment activities must be within Project Area, except for housing activities
 - Housing
 - Non-Housing
- Redevelopment Toolbox
 - Tax increment financing
 - Environmental clean-up
 - Public infrastructure improvements
 - Property assembly

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RANCHO CORDOVA REDEVELOPMENT PROJECT AREA



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REDEVELOPMENT PRINCIPLES AND REQUIREMENTS

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 - Tax increment financing
 - Environmental clean up
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 - Property assembly

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REDEVELOPMENT INITIATIVES

1. Revitalize commercial corridors
2. Strengthen neighborhoods
3. Broaden housing choices
4. Foster placemaking and enhance community amenities

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INITIATIVE 1: REVITALIZE COMMERCIAL CORRIDORS



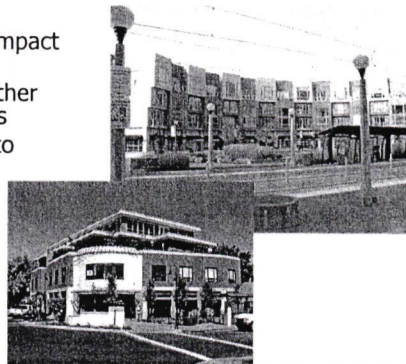
REVITALIZE COMMERCIAL CORRIDORS

Purpose:

- Enhance viability of businesses along Folsom Blvd.
- Promote infill development and smart growth principles
- Establish vibrant downtown and other destinations

How:

- Focus limited resources on high impact projects
- Partner with private sector and other public entities on catalyst projects
- Invest in deficient infrastructure to facilitate private development
- Facilitate environmental clean-up

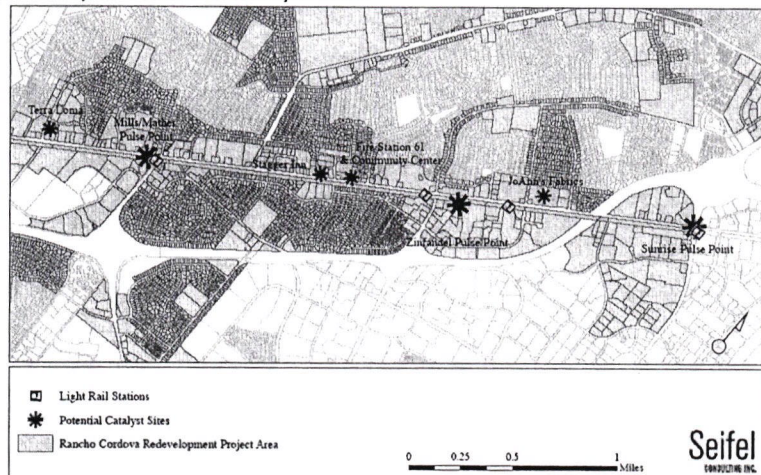


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REVITALIZE COMMERCIAL CORRIDORS

Map of Potential Catalyst Sites



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REVITALIZE COMMERCIAL CORRIDORS

Proposed Prioritization Criteria with Example Catalyst Projects

Criteria (High=3, Low=1)

Example Projects	Description	Blight Alleviation Potential	Likelihood to Catalyze Tax Increment Generation	Achieves City Goals	Ability to Leverage Agency / City Resources	Other	Priority (Highest=3, Lowest=1)
TOD at Mather/Mills Pulse Point	Develop mixed-use, transit oriented development near Mills Station in line with the Folsom Boulevard Specific Plan.	3	3	3	3		TBD
Fire Station 61 and Community Center	Rebuild Fire Station 61 and develop adjacent Community Center.	3	1	3	2		TBD
Town Center at Zinfandel Pulse Point	Create a vibrant town center with Civic uses connected to neighboring areas.	2	2	3	1		TBD

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INITIATIVE 2: STRENGTHEN NEIGHBORHOODS



STRENGTHEN NEIGHBORHOODS

Purpose:

- Build strong neighborhoods with enhanced leadership capacity
- Increase property values
- Support revitalization of neighboring corridors
- Improve neighborhood conditions

How:

- Organize neighborhoods
- Listen to community needs
- Prioritize identified needs
- Provide resources to meet identified needs in target neighborhoods

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STRENGTHEN NEIGHBORHOODS

- Neighborhood and Leadership Capacity
 - Neighborhood associations
 - Community events
- Community Services and Facilities
 - Parks, community gardens, recreational space
 - Utility undergrounding, sewer/water/flood control
 - Community policing activities



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STRENGTHEN NEIGHBORHOODS

- Safe and Attractive Streets
 - Street trees
 - Lighting improvements
 - Traffic calming
 - Sidewalks and other pedestrian upgrades
 - Continue/expand 'blight busters'
- Housing Improvements



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INITIATIVE 3: BROADEN HOUSING CHOICES



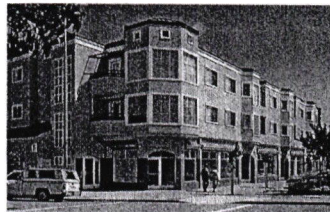
BROADEN HOUSING CHOICES

Purpose:

- Decrease shelter costs and increase disposable income
- Foster housing options for local workforce
- Help meet City and Agency housing goals

How:

- Promote homeownership
- Create housing opportunities
- Provide housing rehabilitation incentives



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BROADEN HOUSING CHOICES

- Housing Production
 - 15% of non-Agency produced housing affordable to very low, low or moderate income households
 - Of the 15%, 40% to be affordable to very low income households
- Housing Expenditure (Housing Fund)
 - Income targeting
 - Age targeting
- Affordability
 - 55 years - Rental housing
 - 45 years - Owner occupied housing



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INITIATIVE 4: FOSTER PLACEMAKING AND ENHANCE COMMUNITY AMENITIES



FOSTER PLACEMAKING AND ENHANCE COMMUNITY AMENITIES

Purpose:

- Make Rancho Cordova a great place to live, work, play, and do business
- Foster community pride and identity

How:

- Implement existing strategies for community amenities and places

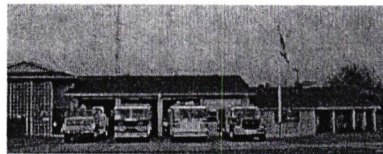
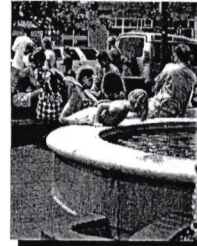
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FOSTER PLACEMAKING AND ENHANCE COMMUNITY AMENITIES

Examples

- Fire Station 61/Community Center
- Folsom Boulevard Streetscaping
- Development of Town Center



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CITYWIDE ECONOMIC DEVELOPMENT INITIATIVES

5. Retain and expand existing businesses
6. Strengthen retail opportunities
7. Attract new businesses

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INITIATIVE 5: RETAIN AND EXPAND EXISTING BUSINESSES



BUSINESS RETENTION AND EXPANSION

- Major Program Components
 - Outreach to firms needing to expand
 - Layoff aversion
 - Top Revenue Generator (TRG) retention
 - Entrepreneurial growth
 - Business venture support
 - Visibility and awareness

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BUSINESS RETENTION AND EXPANSION

- Expansion Assistance
 - Permits
 - Financial
 - Business planning
 - Assistance with loan applications
 - Site selection
 - Workforce development

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BUSINESS RETENTION AND EXPANSION

- Layoff Aversion
 - Specialized incentives
 - Technical assistance with marketing, management and productivity improvements
 - Outplacement services for workers

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BUSINESS RETENTION AND EXPANSION

- Top Revenue Generators (TRG)
 - Conduct business survey/interviews:
 - Business type, cluster
 - Industry & business growth trends
 - Estimates of growth by occupation
 - Business needs from City
 - Conduct SWOT analysis
 - Develop strategies for TRGs

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BUSINESS RETENTION AND EXPANSION

- Entrepreneurial Growth and New Venture Support
 - One-stop business center
 - Training in entrepreneurship; how to:
 - Business plan development mentoring
 - Sales & marketing strategies & market research
 - Board recruitment and governance
 - Recruiting equity investors
 - Applying for R&D funding—SBIR grants, etc.

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BUSINESS RETENTION AND EXPANSION

- Visibility and Awareness
 - Measure and report progress
 - Use external media
 - Develop program marketing tools—website?
 - Business recognition program

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INITIATIVE 6: STENGTHEN RETAIL OPPORTUNITIES



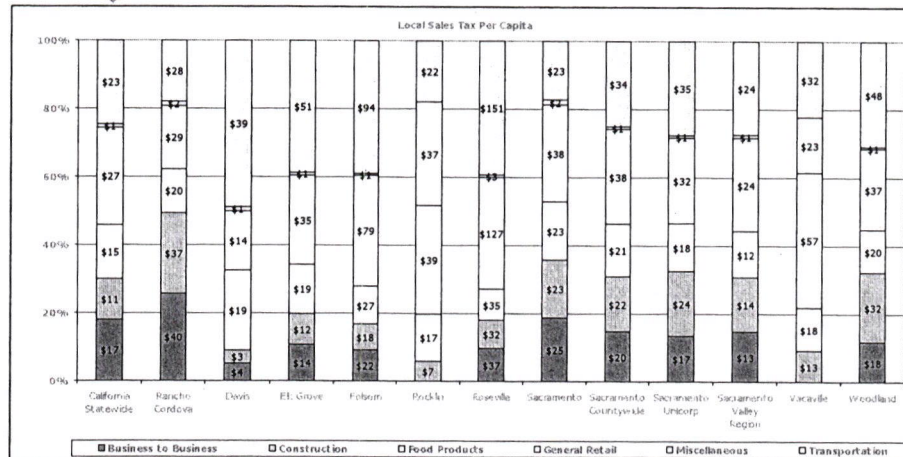
RETAIL ATTRACTION

- Significant opportunities are dependent on further household growth
 - 2,200 new households in Redevelopment Area
 - \$48 million in retail sales possible
- Folsom corridor requires consolidation and infill with housing to promote a more vibrant shopping environment
- Rio del Oro Power Center opportunity will be realized as surrounding residential development proceeds
- Sales tax growth can be achieved through enhancement of B-2-B trade

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SIGNIFICANT REGIONAL MUNICIPALITIES: SALES TAX PER CAPITA



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INITIATIVE 7: ATTRACT NEW BUSINESSES



ATTRACT APPROPRIATE BUSINESSES

- Define City's "product" – what it has to offer business
 - Existing labor pool—occupations and wages
 - Location, amount and price for existing developed space or developable space
 - Status and location of economic infrastructure: water, sewer, rail, air, truck routes, telecommunications, etc.
 - Commuter transit options
 - Housing prices
 - Workforce development opportunities
 - City philosophy regarding business growth
 - Quality of life: schools, parks, arts & culture, recreation, etc.

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ATTRACT NEW BUSINESS

- Identify target industries
 - Match City's "product"
 - Complement existing businesses in the area
 - Increase concentration of desired businesses
 - Meet employment and revenue goals

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ATTRACT NEW BUSINESS

- Develop appropriate strategies
 - Place-branding strategies
 - Industry-specific marketing and promotion plan—marketing the "product."
 - Incentives?
 - Selection of marketing channels—website?
 - Implementation of marketing program

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INCENTIVES

- Create an Economic Development Fund
 - Pool resources from multiple sources:
 - EDA, CDBG, private,
 - Tie incentives to achieving very specific goals
 - Should have a net positive impact on City budget

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Workforce Development

- All workers need to continually retrain for existing jobs
- All industries need workforce development
 - Access to qualified labor is #1 business issue in America
 - Rapidly changing technologies require on-going training
 - Some do it in-house
 - Some contract it out
 - Some reimburse for worker-initiated training
 - The others lose workers to companies who offer opportunities to learn

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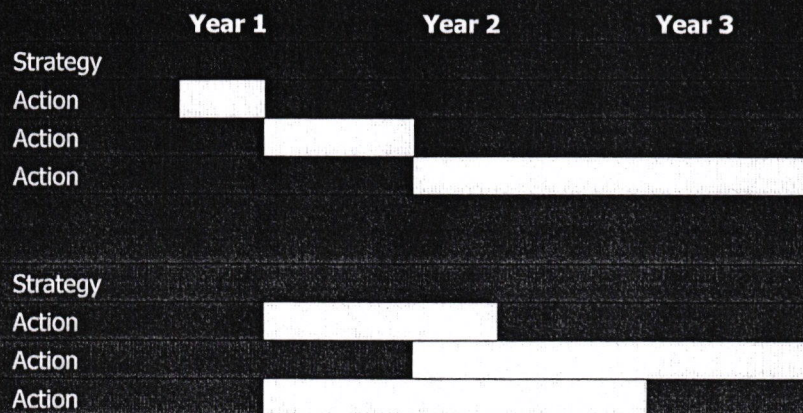
PRIORITIES AND PHASING – CONCLUSION OF PRESENTATION

- The action plan proposes a sequence and phasing of efforts over the next 5 years.
- It is important to recognize that the City's progress in these efforts will require the commitment of budget resources.

1



PRIORITIES AND PHASING



2



2007-2008 PRIORITIES

- Economic Development
 - Adopt and implement business plan
 - Green Team
 - Approvals for three new retail centers
 - Attract retail businesses
 - Learn retail business needs
 - Consider attraction incentives
 - Launch business web portal
 - Launch Business Retention and Expansion program
 - Define needed resources
 - Establish Economic Development Fund to support BRE and attraction efforts

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2007-2008 PRIORITIES

- Economic Development
 - Implement Folsom commercial adjustment
 - Facilitate development along Folsom with RDA
 - Assess feasibility of a business improvement district
 - Implement the Strong Neighborhoods Initiative
 - Conduct market demand analysis for Convention Center Overlay district
 - Assess parameters for public art

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2007-2008 PRIORITIES

- Redevelopment
 - Alleviate physical blight in Project Area
 - Incentivize developers on high impact projects
 - Build greater awareness of redevelopment
 - Assess Folsom Blvd. infrastructure needs
 - Initiate redevelopment of "pulse point" site
 - Work with Fire District on capital improvements

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2007-2008 PRIORITIES

- Housing
 - Apply for Tax Credit and Special Needs Housing award and TOD funds of Prop 1C
 - Initiate development of First Time Homebuyer's Program
 - Secure Mather 20% set-aside funds
 - Acquire and initiate rehab of one major apartment complex
 - Build capacity to quickly respond to opportunities when they arise

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COUNCIL DISCUSSION

Question/Answer Session

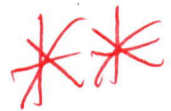
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IMPLEMENTATION INITIATIVES

1. Revitalize commercial corridors
2. Strengthen neighborhoods
3. Broaden housing choices
4. Foster placemaking and enhance community amenities
5. Retain and expand existing businesses
6. Strengthen retail opportunities
7. Attract new businesses

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MEMORANDUM



DATE: April 30, 2007
TO: Honorable Mayor and Council Members
FROM: Pam Johns, Special Projects Manager
Jeffrey Beiswenger, AICP, Senior Planner
SUBJECT: ZONING CODE PROJECT – TASK 1 PROJECT SUMMARY

RECOMMENDATION

Provide direction to City Staff regarding the preparation of the draft zoning code.

RESULT OF RECOMMENDED ACTION

The action will allow city staff to complete Task 2 of the zoning code work plan by providing input on the issue summary document and the zoning code outline. The action will also allow staff to start work on Task 3, Special Zoning Code Considerations to focus on developing solutions to code issues of special importance.

BACKGROUND

City staff is nearing completion of the issue identification phase of the zoning code project (see Attachment 1 – Work Scope Summary). We have completed most of Task 1 and have started working on elements of Task 2 – Project and Document Set-up. Staff has completed a thorough analysis of the General Plan, conducted a Smart Growth audit, summarized input from the Folsom Boulevard project and reviewed the Sacramento County zoning code. Two groups were formed to assist with the development of the zoning code:

- City Staff Working Group. This group is composed of department representatives and met on March 20th and April 24th. This group discussed zoning code issues that need to be solved, reviewed some code organization concepts and provided recommendations to planning staff.
- Policy Advisory Team. This group is composed of public officials and key community stake-holders. This group met on April 11 to hold a project kick-off meeting, discuss zoning code issues and to start the dialogue regarding code solutions.

The input from both groups has informed the issue identification process. Staff will continue to meet with these groups, in addition to stake-holder groups in the community to make sure we are developing a code that meets the needs of the community. A summary of the issues identified so far has been summarized in Attachment 2. Issue Summary – What We've Heard So Far.

In the next month, staff will finalize an issue summary document, develop an organizational system for the code, start work on issues of special importance and create an interactive zoning map that can be viewed on the City's web site.

The primary purpose of tonight's meeting is to go through the top issues identified so far, along with some ideas for solutions. The direction received from decision-makers will help staff further development the new zoning code.

ATTACHMENTS

1. Work Scope Summary
2. Issue Summary – What We've Heard So Far

ZONING CODE UPDATE – PROJECT SUMMARY

Project Understanding

In June 2006, the City Council adopted Rancho Cordova's first General Plan. The General Plan provides the cornerstone document for physical development and for future community growth. The zoning code is the critical companion document to the General Plan and the most significant implementation tool, providing the City's development "rule book."

Staff proposes an aggressive time-line to write and adopt a new zoning code by the end of 2007 (consistent with the timeframe outlined in the General Plan). The City recently demonstrated that fairly complex code updates can be accomplished in a short timeframe. New mixed use zoning districts, allowed uses and basic development standards were developed for target areas along Folsom Boulevard and Sunrise Boulevard in less than 60 days. This update only covered a limited scope of zoning issues and did not change the overall framework of the code. A full update will alter the code's organizational framework; create new administrative procedures; and introduce new zoning districts, definitions, development standards, and design guidelines.

The zoning code is a powerful tool that can help transform Rancho Cordova's built environment. Zoning codes tend to have common pitfalls that can create unnecessary procedural and regulatory obstacles, such as: difficult to understand language; overly complex organization structures; rigid single use districts and standards; and contradictory language. A new zoning code can help accomplish the following objectives:

- Implement the General Plan (vision, goals, and policies);
- Save property owners time and money from having to rezone their property for consistency with the General Plan;
- Improve customer service by establishing clear and concise regulations that are easy to find and understand;
- Create new economic development opportunities (e.g., establishing certainty, simplifying or streamlining processes);
- Establish flexible but effective standards that create a vibrant built environment and encourage innovation (e.g., mixed-use, form-based, energy efficiency, flexibility);
- Improve enforcement tools and address nuisance and blight issues (e.g., vehicle parking, yard maintenance);
- Designate suitable land area and provide incentives for mixed use projects, infill development, affordable housing projects, etc. (e.g. density bonuses, flexible standards); and
- Lower the City's risk of legal challenge.

Project Approach – Getting to Action

Zoning Code Development

To successfully implement the General Plan, the Zoning Code will be smart, user friendly and innovative to ensure livable and sustainable neighborhoods (new and existing), to address mixed-use and Town Centers, to inspire innovative housing solutions, to build a Downtown and Convention District, to protect and enhance natural resources and open space, and to improve mobility. The approach will include the following elements:

- Develop zoning code standards that are consistent with and effectively implement the General Plan.
- Create a code that is legally defensible and consistent with State and Federal Laws. The Zoning Ordinance may need to be amended to ensure consistency with State and Federal laws for special uses (e.g., second dwelling units, wireless communication facilities, adult businesses, day care uses), development standards/incentives (e.g., ADA standards, water-efficient landscape ordinance, density bonus ordinance), and/or permit findings (e.g., variance, conditional use permit).
- Incorporate innovative zoning provisions such as smart growth techniques, form-based standards and performance standards.
- Establishment of streamlined administrative procedures that are effective, and easy to implement.
- Organize the code to be user friendly, presenting information in a clear and concise manner. For example, the numbering system and format will be developed in a manner that can easily accommodate amendments. Diagrams or illustrations will be utilized to translate planning terms into easily identifiable concepts. Table and graphics will be incorporated to represent complex development standards.
- Expand the City's use of mixed use districts and provide tested development standards, incentives and examples from around the country that facilitate construction and financial feasibility of mixed-use projects.
- Use form-based provisions in specific target areas to achieve the General Plan visions for more desirable development patterns. These provisions can provide more flexibility and remove regulatory obstacles to certain types of development - particularly mixed-use.
- Create a web-based interactive zoning code that unites the zoning map with zoning text information.

Special Zoning Code Considerations

Early in the code development process, key zoning code issues will be identified that may require special treatment or complex considerations. Some concerns may require a longer time-line than can be accommodated by the aggressive code update schedule and a

ZONING CODE UPDATE – PROJECT SUMMARY

separate time-line may be recommended. Task 3 in the scope of work provides examples of likely special zoning issues and summarizes our approach moving forward.

Project Administration and Coordination with City Staff and Decision-makers

An inclusive process that involves all city departments, decision-makers, and key community stake-holders will be utilized to develop an effective zoning code that meets the needs of Rancho Cordova. The importance of effective communication and coordination between the city departments is extremely critical to the development of an effective zoning code. No one knows community issues, and regulatory constraints better than city staff. The zoning code process will be guided by a City Staff Working Group with representatives from City departments.

The planning department will assume project administration and management responsibilities for the zoning code update process. The project managers will be responsible for keeping the project on track, creating zoning code document, coordinating City Staff Working Group and Advisory Team meetings and pulling in outside experts as needed.

Just as important as the involvement of city department staff through the zoning code update process is the involvement of decision-makers. A Zoning Code Advisory Team will be created to involve elected and appointed officials and stakeholder representatives directly in the code development process.

Public Information and Participation

In terms of capturing critical public input, the zoning code work program has a tremendous advantage of closely following the adoption of the General Plan public involvement process. This should allow an expedited public involvement process that builds on past input and planning efforts. The following is a summary of the public involvement process anticipated for this project:

- Project web site. A key component in communication and distribution of information to the public will be the use of a project website and e-mail notification similar to the model used for the City's General Plan Project. This web site will include project schedule information, draft documents for public review, mapping information, contact information and opportunities for input. The web site will also include a link to an interactive zoning map application, so the public can have an early look at this exciting tool.
- Meetings with stakeholders including Chamber of Commerce, business owners, merchant groups, neighborhood groups, community organizations representing land use and quality of life matters, and other identified stakeholders. The preferred approach would involve staff attendance at regular meetings of stakeholder groups as guest speakers, then to follow up with focus group meetings as necessary.
- Community meetings to solicit input on primary areas of interest and concern, along with preferred solutions. Community meetings will be held to consider draft provisions and alternatives. Planning project managers will manage community meetings by setting clear agendas, facilitating discussion, eliciting and encouraging

participation, managing and working toward resolution of conflicts, keeping a visual record of comments and ideas, summarizing results, and clarifying actions and next steps.

- Joint study sessions with decision-makers (Planning Commission and City Council) to discuss key issues, public participation, and draft provisions.
- Public hearings with applicable decision-making bodies (one public hearing is required with the Planning Commission and City Council with two readings for ordinance adoption of a new code).

Project Team

In order to complete the zoning code update in a short timeframe a highly coordinated effort is required with strong leadership and coordination. The following project team is proposed to administer the project, write the code and engage community stake-holders and residents:

- Project Advisor – Paul Junker. As the Planning Director, Mr. Junker will ensure the project stays on track. He will also help provide a key interface with the City Manager's office, Planning Commission and City Council.
- Project Manager/Policy Liaison – Pam Johns. Mrs. Johns led the development of Rancho Cordova's General Plan and she will ensure that the zoning code implements the plan's vision. The General Plan project created an extensive public involvement network and Mrs. Johns will provide the key interface with this network. Mrs. Johns brings a wealth of California zoning code, specific plan and other implementation experience to the zoning code update team.
- Project Manager/Development Liaison – Jeff Beiswenger. In his role as project planner for key development projects in the City, Mr. Beiswenger will provide a key interface with the development community and detailed knowledge of needed code standards. He has an "in-the-trenches" knowledge of the development issues facing the community, understands the limitation of the current code, has a detailed knowledge of smart growth zoning techniques, and has experience writing zoning codes in eight different states.
- City Staff Working Group. Key city personnel will be asked to serve on the Zoning Code Working Group or appoint representatives. Jeff Beiswenger will serve as the Planning Department representative and facilitator of this group.
- Advisory Team. Elected and appointed officials will be asked to participate in the code development process. Council Persons Linda Budge and Ken Cooley have tentatively agreed to serve on the Advisory Team. Two Planning Commissioners, key community stake-holders, and community residents will be appointed to the advisory team. Pam Johns will serve as the facilitator of this group.
- Outside Experts. To ensure an innovative code, national experts will be used to develop specialized code provisions. One of these experts will be Marcy McInnelly of Urbsworks, Inc. Architecture and Urban Design to help develop form-based

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standards for target areas within the City. Urbsworks is also part of a SACOG effort to develop model form-based standards for the Sacramento County region. Her involvement in both projects will help keep Rancho Cordova in the lead in terms of Sacramento Region Blueprint implementation. Another member of the project team will be Rod Stevens with Leland Consulting. Mr. Stevens' expertise in real estate finance and development will allow code provisions to be tested in terms of market realities and development dynamics.

Scope of Work

The following work plan will allow the project to be completed by the end of 2007.

Task 1 - Project Initiation

Task 1.1 – City Staff Working Group and Advisory Team Formation

Planning staff will work with the City's Management Team to identify and appoint representatives for the Zoning Code City Staff Working Group and Advisory Team. Active participation of these core groups is critical to the timely completion of the zoning code and will require knowledgeable staff available to participate in regular meetings and review prepared materials. It is recommended that representatives from Public Works, Economic Development, Housing, City Management, City Attorney's office, Code Enforcement, Police and Fire are included on the City Staff Working Group. The Advisory Group should be composed of two City Council members, two Planning Commissioners, and key community stakeholders.

Task 1.2 - Kick-off Meeting

At the outset of the project and after the City Staff Working Group and policy has been established, Planning staff will facilitate a combined kick-off meeting with the both groups to review the work program in detail, establish working procedures, and identify a list of key zoning policy and organizational issues.

Meetings: One (1) meeting with Management Team

 One (1) kick-off meeting with City Staff Working Group

 One (1) kick-off meeting with Advisory Team

Deliverables: Staff report listing of key zoning policy and organizational issues and meeting schedules for work and advisory groups.

Task 1.3 - Project Web Site setup and kick-off e-mail.

A project web site will be created as part of the City's existing web site to provide current information on the Zoning Code Update project, soliciting input as relevant, and providing opportunities for feedback and noticing requests. The Project Team will regularly update the web page to reflect milestones in the project. A kick-off e-mail will be sent to announce project start-up. The General Planning mailing list will be used as a basis and include an opt-out option for parties that are not interested in receiving e-mails related to the project.

Deliverables: Web page design and integration

Task 1.4 - Stakeholder Meetings

Key members of the Project Team will meet with 3 to 4 stakeholder groups identified by the Advisory Team to understand key issues associated with the project.

Meetings: 3 - 4 Meetings
Deliverables: Meeting Agendas
Questions for Staff/stakeholder groups
Summary of Key Issues/Input from Planning Staff, City Staff Working Group, Advisory Group, and Stakeholder Meetings

Task 1.5 – Joint Work Session #1

Project staff will facilitate a joint work session with the Planning Commission and City Council to discuss the results of the issue identification task and stakeholder meetings and to solicit any input or policy direction from the Planning Commission and City Council on those key issues.

Deliverables: Staff Report and Presentation.

Task 2 – Project and Document Set-up

Task 2.1 – Zoning Code Outline and Document Format

After considering key issues from Task 1, the Project Team will present options for organization, structure, and format of the Zoning Code Update to discuss with the City Staff Working Group. Project staff will revise the preferred option as necessary to reflect direction from the City Staff Working Group. Project staff will present the recommended outline and format to the Advisory Group for review and consideration.

Meetings: One (1) meeting with City Staff Working Group and (1) meeting with Advisory Team.

Deliverables: Staff report presenting organization options. Zoning Code outline document.

Task 2.2 – Summary of Key Issues Report

Project staff will prepare a summary of key issues identified in Task 1 through stakeholder meetings, input from the City Staff Working Group and Advisory Team, and relevant project research. The report will include the following:

- Relevant policy directive from the General Plan.
- State and Federal case and statutory laws that influence code provisions.
- List of major issues or problems that will need to be addressed in the process of the code update.
- Options for addressing identified issues and incorporating innovative approaches into the Zoning Code Update.

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Task 2.3 - Interactive Zoning Map and Code Set-up

Project staff will update the project web site to incorporate an interactive zoning map with current zoning information and updated information documents related to the zoning code. This early implementation of the interactive zoning map will allow property owners and residents to compare existing zoning with proposed zoning to easily identify proposed changes.

Deliverables: Updated project web site that incorporates interactive zoning map.

Task 3 – Special Zoning Code Considerations

In response to the zoning code issues identified in Task 1 and reported in Task 2, staff will prepare special considerations of key issues to determine the appropriate approach moving forward. Based on Planning Staff knowledge of existing problems, understanding of the new vision, and experience with other zoning code updates, it is our expectation that the following items will warrant special consideration by the community and decision makers.

1. Incorporation of form based zoning;
2. Revisions to the City's sign regulations;
3. Amendments to administrative and quasi-judicial permit processes;
4. Effect of new zoning code regulations (e.g., non-conforming uses, zoning map conditions approved by Sacramento County prior to incorporation); and
5. Special use provisions or development/design standards (e.g., infill development).

Our approach for consideration of these significant zoning issues is to focus on these items early in the process with the objective of moving forward with a comprehensive text amendment that includes desired solutions for all of these items. Staff will provide relevant information and options for consideration by the community, stakeholders, and decision-makers. We will also facilitate a dialogue on the advantages and disadvantages of potential solutions. However, if we are unable to obtain necessary input and policy direction, we will recommend that the City consider separating the unresolved zoning item(s) from the rest of the zoning code update in order to allow for the timely adoption of the new zoning code by the end of 2007.

The tasks below establish our preliminary approach to these zoning issues that are likely to warrant special consideration. Meetings on these special zoning issues may be combined for efficiency as appropriate.

Task 3.1 - Form-Based Options

The Project Team will discuss a variety of options for the incorporation of form-based provisions for specific sub-areas. Form-based zoning regulations are intended to focus on form and function through design, rather than specific uses and inflexible development standards. The Project Team will recommend to the City Staff Working Group and Advisory Team the best form-based zoning option(s) to meet those objectives. Options may include: Creation of a new base- or overlay-zoning district focused on form and function, rather than specific use;

- Incorporation of special development provisions (applicable either to specific areas or development types) that are performance and/or design based to meet specific objectives;
- Development of prototypes for desired development patterns; and/or
- Development of a Specific Plan for the target area (codified into the Zoning Code or adopted separately as the zoning regulations for that area); and/or

Meetings: One (1) meeting with City Staff Working Group. One (1) meeting with Advisory Team.

Deliverables: Staff report describing form-based options, key zoning policy and organizational issues to City Staff Working Group. Staff report with form-based recommendations to the Advisory Team.

Task 3.2 – Sign Regulations

Many jurisdictions struggle with the delicate balance between the desire for business identification through signage and aesthetic control of signs. Consideration of legal issues and the breadth of sign regulations can be contentious and time consuming. It will be important to educate the community and decision makers about legal constraints and to identify any desires for significant changes to the City's existing sign regulations.

Meetings: One (1) meeting with City Staff Working Group. One (1) meeting with Advisory Team.

Deliverables: Staff report describing issues associated with sign regulations, what we've heard so far, and policy questions moving forward.

Task 3.3 – Zoning Code Impact

With a new vision for the future of Rancho Cordova outlined in the General Plan, it is likely that there will be significant changes to the City's zoning regulations. Careful consideration will need to be given to the non-conforming policies and the impact on zoning map conditions previously approved by the County. Staff will summarize critical issues and policy questions for input and direction early in the process.

Meetings: One (1) meeting with City Staff Working Group. One (1) meeting with Advisory Team.

Deliverables: Staff report describing issues associated with the effect of the zoning code on existing uses/structures, previous approvals, etc. The staff report will identify options and include policy questions moving forward.

Task 3.4 – Permit Processes

Since incorporation, the City has established a new design review process and has identified the desire to streamline the process for desired projects. There are several ways that this can be done. Staff will present options to amend this and other permit processes and will ask policy questions that will be critical moving forward.

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Meetings: One (1) meeting with City Staff Working Group. One (1) meeting with Advisory Team.

Deliverables: Staff report describing options to amend existing permit processes and/or incorporate new permit processes. The report will identify what we've heard so far and will list policy questions moving forward.

Task 3.5 – Special Use(s) or Development Standard(s)

Zoning can be a powerful tool to implement the City's desires relative to a particular use or use type and can also establish new standards for development and design of a particular use, structure, or area. Through the public process, there may be a special use or development pattern that requires additional resources and/or review prior to adoption with the rest of the zoning provisions (e.g., infill development). Staff will present options for consideration of these special uses/standards and will ask key policy questions that need to be resolved moving forward.

Meetings: One (1) meeting with City Staff Working Group. One (1) meeting with Advisory Team.

Deliverables: Staff report describing issues associated with special uses or development standards identified, what we've heard so far, and policy questions moving forward.

Task 3.6 – Joint Work Session #2

Project staff will facilitate a joint work session with the Planning Commission and City Council to discuss significant zoning considerations listed in Tasks 3.1 through 3.5 above. Staff will be presenting information, summarizing input, and asking for policy direction regarding these issues. Recommendations may include a suggestion that one or more items be separated from the comprehensive update in order to allow sufficient consideration of the isolated issue outside of the comprehensive zoning code update effort.

Deliverables: Staff Report and Presentation.

Task 4 – Prepare Draft Zoning Code and Map Documents

The purpose of this task is to prepare draft zoning code text amendments for review and comment by the City Staff Working Group, Advisory Team and ultimately for public review. Based on direction from the Working Group and Advisory Team project, staff will revise the final Draft Zoning Code for review and adoption by the City.

Task 4.1 – Administrative Draft Zoning Code

The Project Team will work with the City Staff Working Group and Advisory Team on the preparation of the Administrative Draft Zoning Code and Zoning Map. The Zoning Code will address the following issues in addition to other issues which have been identified in prior tasks:

- Ensure zoning provisions are consistent with the current and planned amendments to the General Plan.

- Update zoning district allowed use provisions and development standards as necessary and appropriate.
- Streamline permit processing for planning entitlements.
- Create Form Based Code standards as appropriate.
- Organize zoning regulations to be more user friendly, presenting information in a clear and concise manner. The use of diagrams or illustrations will be incorporated to translate planning terms into easily identifiable concepts.
- Modify zoning provisions to ensure internal consistency, and consistency with other city code and regulations.
- Ensure that zoning provisions are in compliance with applicable provisions of State and Federal laws.
- Create a draft zoning map that is consistent with General Plan designations. Zoning map changes that are not consistent with the General Plan or may require General Plan amendments are outside the scope of this project and will require follow-up work (due to time constraints and CEQA requirements)
- Municipal code consistency analysis. Provisions within the zoning code correlate with provisions within the municipal code. The purpose of this task will be to identify potential changes to the zoning code or municipal code to ensure consistency. Tools to include in the zoning code (e.g. for code enforcement) that may help reinforce municipal code provisions will also be discussed.

The outline may include placeholders for more complex zoning fixes, such as sign regulations or new special use provisions that may warrant additional study or public input, and cannot meet the aggressive time-line of zoning code adoption. The Project Team will prepare an Administrative Draft Zoning Code Update for review and comment. During preparation of the amendments to the zoning regulations, the Project Team will schedule several City Staff Working Group and Advisory Team meeting.

Meetings: 3 Meetings with City Staff Working Group. 3 Meetings with Advisory Group

Deliverables: Administrative Draft Zoning Code (with two revisions)

Task 4.2 – Joint Work Session #3

Project staff will facilitate a joint work session with the Planning Commission and City Council to present and discuss the Draft Zoning Code.

Deliverables: Staff Report and Presentation.

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Task 4.3 –Preparation of Public Draft Zoning Code

Based on input and direction from the Work Group and Advisory Team the Project Team will prepare revisions to the Administrative Draft Zoning Code in the form of a Draft Zoning Code intended for public review and distribution.

Meetings: One (1) meeting with City Staff Working Group and (1) meeting with Advisory Team.

Deliverables: Draft Zoning Code, prepared in hard copy document, CD-ROM and web-based format. The web version will contain extensive use of hyper-text for point-and-click search capabilities for internet users.

Task 4.4 – Environmental Review

The General Plan Environmental Impact Report will serve as the required CEQA document for the Zoning Code project. The Project Team will conduct a consistency analysis and identify if additional environmental work will be required. The nature of the environmental work will be identified as part of this project, but any additional CEQA document will be considered outside the scope of this project.

Deliverables: Environmental consistency review report.

Task 5 – Final Zoning Code and Map Development and Production

The task include the public review of the Draft Zoning Code and preparation of the Final Zoning Code.

Task 5.1 – Public Workshops and Stakeholder Meetings

Project Team will facilitate a public workshop on the Zoning Code Update. The Project Team will also meet with stakeholder groups to discuss key topics of interest and to discuss how concerns discussed in prior stake-holder meetings have been addressed.

Meetings: One (1) Public Workshop and two (2) stake-holder meetings.

Deliverables: Summary report of Public Workshop and stake-holder meetings. Workshop, stakeholder meeting materials (including staff reports as appropriate)

Task 5.2 – Joint Work Session #4 and 5

Project staff will prepare for and facilitate a joint work session with the Planning Commission and City Council to present and discuss the Draft Zoning Code.

Meetings: Joint Work Session

Deliverables: Zoning Code Document, Staff Report and Presentation.

Task 5.3 - Planning Commission Public Hearings

The Project Team will attend 2 public hearings with the Planning Commission to present for consideration and recommendation on adoption of the proposed Zoning Code.

Meetings: Two (2) Public Hearings.

Deliverables: Public Hearing Notices. Planning Commission Draft Zoning Code Update (1 pdf for posting on the City's website, 30 cds, and 30 hard copies for review and distribution). Staff Reports for public hearings, including preparation of ordinance for adoption. PowerPoint presentations for public hearings.

Task 5.4 - Revised Planning Commission Draft Zoning Code and Zoning Map

The Project Team will amend the zoning code to reflect the recommendation of the Planning Commission.

Meetings: One (1) City Staff Working Group and One (1) Advisory Group Meeting

Task 5.5 - City Council Public Hearings

The Project Team will attend 2 public hearings with the City Council to present for consideration and adoption the proposed amendments to the Zoning Code. Only one public hearing is required, but it is anticipated that two hearing will be held due to important of the zoning code to the community. (note a third City Council meeting would be needed to conduct a second reading of the ordinance to adopt the new code, but this will not require a public hearing)

If significant changes to the zoning code are directed by the City Council, these changes are required to go back to the Planning Commission for review and recommendation prior to City Council adoption. This would be considered an addition to the work scope and require additional public hearings, research and document productions.

Meetings: Two (2) Public Hearings.

Deliverables: Public Hearing Notices. City Council Zoning Code Update (1 pdf for posting on the City's website, 30 cds, and 30 hard copies for review and distribution). Staff Reports for public hearings, including preparation of ordinance for adoption. PowerPoint presentations for public hearings.

Task 5.6 - Final Zoning Code Publication

The Project Team will prepare the Final Zoning Code as adopted by City Council. The web site will be updated to incorporate an interactive zoning map with current zoning information and updated information documents related to the zoning code.

Deliverables: Final Zoning Code (Update on City's website, 50 cds, and 50 hard copies for distribution). Interactive zoning map and text is updated.

Schedule

The following schedule assumes an aggressive time-line to write and adopt a new zoning code within one year with the goal of adoption by the end of 2007 (consistent

ZONING CODE UPDATE – PROJECT SUMMARY

with the timeframe outlined in the General Plan). To keep the project on track, it is assumed that some of Task 3 – Special Zoning Code Consideration will take a longer timeframe to resolve than the timeframe allowed by this project. These will be identified prior to Joint Work Session #3 with recommended follow-up tasks.

Schedule

Task Descriptions	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Task 1 – Project Initiation											
Working Group & Advisory Team											
Kick-off Meeting											
Project Web Site											
Stakeholder Meetings											
Joint Work Session # 1											
Task 2 – Project and Document Set-up											
Zoning Code Outline											
Key Issues Report											
Interactive Zoning Code Set-up											
Task 3 – Special Zoning Code Considerations											
Form-Based Options											
Sign Regulations											
Zoning Code Impact											
Permit Processes											
Special Uses / Development											
Joint Work Session #2											
Task 4 – Prepare Draft Zoning Code Document											
Administrative Draft Zoning											
Joint Work Session #3											
Prepare Public Draft Code											
Environmental Review											
Task 5 – Final Zoning Code and Map Development and Production											
Public Workshop											
Stakeholder Meeting											
Joint Work Session #4, #5											
Planning Commission Hearing(s)											
Revised PC Draft Code											
City Council Hearing(s)											
Final Zoning Map & Zoning Code											

City of Rancho Cordova Zoning Code Update Issue Summary – What We’ve Heard So Far

The following table is a summary of issues identified for the Zoning Code Update (ZCU) project. The issues have been generated through the review of documents and comments from staff, or based on comments from the public and decision-makers during the General Plan, Folsom Boulevard process. Planning staff has also conducted an issue identification process with Rancho Cordova decision-makers, stake-holders, city staff and agency staff. The source of the issue is as follows:

GP (General Plan) –	The Rancho Cordova General Plan, includes polices and action steps which call for zoning code solutions. Issues identified during the plan development process are also summarized in the table.
SG (Smart Growth) –	A Smart Growth Code Audit was conducted to identify obstacles and opportunities for implementing smart growth principle in the City. Issues identified from this review of existing development standards from a smart growth perspective have been summarized.
FB (Folsom Boulevard) –	Comment collected during the Folsom Boulevard Specific Plan process are included in the table.
SC (Sacramento Code) –	The Sacramento County Zoning Code has been used as the City’s zoning code since incorporation, deficiencies have been summarized in the table.
UI (User Issues) –	User issues. The eventual users of the new zoning code have been asked to provide input into the code rewrite process. The users include Rancho Cordova staff, reviewing agencies (e.g Metro Fire, CSD-1), decision-makers (Planning Commission, City Council) and community stake-holders (development interests, businesses, advocate, neighborhood groups).

A check “✓” is placed in the appropriate column if an issue was identified through the review of one of the documents or comments related to the document. The final column in the table identifies a zoning code solution that could be used to address the issue or policy.

Table 1-1
Procedural / Administrative Issues

Issue / Policy	GP	SG	FB	SC	UI	Solution
Need clear procedure for updating code or map	✓	✓		✓	✓	
Role of Planning Director should be clarified				✓		
Consider streamlining minor applications				✓		

City of Rancho Cordova Zoning Code Update Issue Summary – What We’ve Heard So Far

Issue / Policy	GP	SG	FB	SC	UI	Solution
Administrative approval for certain projects with clear rules and findings					✓	
Expedite approvals for projects that meet City objectives (e.g. create jobs, meet urban design principals)			✓		✓	
Entitlement processing procedures should be clarified		✓		✓	✓	
The current zoning of some properties are not consistent with General Plan	✓			✓		
Decision-making authority is confusing	✓	✓	✓	✓		
Process too long for small / infill projects		✓	✓	✓		
Reduce City Council project review load			✓	✓	✓	
Mixed-use projects difficult and time consuming to process (e.g require special exceptions, zoning changes, etc.)	✓	✓	✓	✓		
Update procedures to ensure consistency				✓		
Provide a user friendly, crystal clear process				✓	✓	
The table of allowable uses is too long and cumbersome to use				✓		
Include a process to update allowable use table					✓	
The code should be updated on a regular basis to ensure on-going consistency	✓					
Integrate Zoning Code with related codes where appropriate (Municipal Code, Fire Code, etc.)					✓	
Improve/expedite coordination with outside agencies					✓	
Use clear concise language and definitions (Use plain English!)					✓	
Use internet and on-line tools					✓	
Clarify intent of the code (use intent statements)					✓	
Clarify legal non-conforming definitions and procedures (when is a non-conforming use allowed to continue and when does it need to conform to the new code?)					✓	
Include a simple hearing process for code enforcement					✓	
Clarify appeals process					✓	

City of Rancho Cordova Zoning Code Update Issue Summary – What We’ve Heard So Far

Table 1-2
Urban Design Issues

Issue / Policy	GP	SG	FB	SC	UI	Solution
Create vibrant, interesting, pedestrian-friendly village and town center design	✓	✓	✓		✓	
Require construction of transit infrastructure		✓			✓	
Create active streetscapes	✓	✓	✓		✓	
Reduce the separation of different land uses	✓	✓	✓	✓		
Parking standard discourage compact development patterns		✓		✓	✓	
Current buffering requirements isolate properties and separate from street frontage	✓			✓		
Developments are disconnected from street discouraging walking, bicycling and transit use	✓	✓	✓	✓		
Streetscapes lack common visual elements and, in some locations look cluttered and blighted	✓		✓			
Integrate Community Policing Through Environmental Design (CPTED) principles with zoning code standards					✓	
Encourage/require Transit Oriented Development	✓	✓	✓			
Apply infill/mixed use vision	✓	✓	✓		✓	
Strategically zone areas within airport overflight area	✓			✓		
Provide more flexible standards (e.g. setbacks)		✓	✓		✓	
Remove barrier to redevelopment	✓	✓	✓	✓	✓	
Downtown						
Allow more high density development in downtown area (height limits, min. parking requirement, landscape bufferyards)	✓	✓	✓	✓	✓	
Current bufferyard requirements isolate properties and separate buildings from street frontage	✓	✓	✓	✓		
Create walkable downtown	✓	✓	✓		✓	
Allow taller building in downtown (do we need a height limit?)					✓	
Change parking standards if they indirectly prohibit higher density development		✓		✓	✓	

City of Rancho Cordova Zoning Code Update Issue Summary – What We’ve Heard So Far

Issue / Policy	GP	SG	FB	SC	UI	Solution
Convention Center						
Clarify the applicability of the Overlay (e.g. currently has two land use tables?)				✓	✓	
Support convention center activities	✓		✓			
Address character of convention center					✓	

**Table 1-3
Commercial Issues**

Issue / Policy	GP	SG	FB	SC	UI	Solution
Modernize retail definitions				✓	✓	
Create vibrant, interesting commercial environments	✓	✓	✓			
Lack of public/quasi-public spaces in commercial development	✓	✓	✓			
Sign regulations are confusing / difficult to understand, may be too restrictive in some locations and too lenient in others.			✓	✓	✓	
Update landscaping standards to contribute to streetscapes, provide more effective shade coverage and more coordinated site plans (e.g. landscape planter tend to be too small, trees are eliminated and/or “topped” over time).	✓		✓	✓	✓	
Incorporate pedestrian-friendly standards into commercial centers					✓	
Expand lighting standards – not enough detail				✓		
Update parking standards				✓		
Update bike parking standards				✓		
How do we handle the demand for temporary uses (farmer’s markets, swap meets, flea markets)			✓	✓	✓	
Incorporate Travel Demand Management – bus/light rail passes/showers/bike parking		✓			✓	
Reduce curb-cuts & establish fair curb-cut rules					✓	
More flexible standards for retail					✓	
Work within market realities					✓	
Use Specific Considerations						

City of Rancho Cordova Zoning Code Update Issue Summary – What We’ve Heard So Far

Issue / Policy	GP	SG	FB	SC	UI	Solution
Address impacts from bars and nightclubs				✓	✓	
Alcoholic beverage sales				✓		
Automobile service uses (conflict with ped facilities, create low-intensity development)	✓	✓	✓	✓		
Restrict drive-thru facilities (may conflict with ped facilities, create auto-oriented uses)	✓	✓	✓	✓		

**Table 1-4
Business Park / Industrial Issues**

Issue / Policy	GP	SG	FB	SC	UI	Solution
Provide flexible zoning standards for redevelopment of office/industrial site with supportive services (e.g allowed uses, setbacks, parking)				✓	✓	
Modernize business park / industrial regulations ▪ Is 25 % of industrial buildings too low for retail uses? ▪ Is the % of office in industrial areas too low? ▪ Recognize the large showroom / “just-in-time inventory” concept	✓	✓	✓	✓		
Promote compatible residential development in business park/industrial locations (e.g. live-work units)	✓	✓	✓		✓	
Protect residential areas from heavy industrial areas (M-2)				✓		
Consider a more effective classification system for business/industrial land uses				✓	✓	
Add performance standards to address environmental impacts				✓		
Update landscape requirements					✓	
Work within market realities					✓	

City of Rancho Cordova Zoning Code Update Issue Summary – What We’ve Heard So Far

Table 1-5
Residential Issues

Issue / Policy	GP	SG	FB	SC	UI	Solution
Require housing type diversity and a variety of densities within subdivisions	✓	✓	✓	✓		
Require connected neighborhood streets to create a full street grid where possible	✓	✓	✓	✓	✓	
Encourage high density residential development where appropriate	✓	✓	✓			
Encourage more executive housing	✓					
Update parking requirements for residential	✓			✓	✓	
Include affordable housing provisions (the 10% rule)	✓				✓	
Remove barrier for conversion of non-residential properties to residential housing					✓	
Include density bonus provisions for affordable housing (assuming that number of units are capped)	✓			✓		
Encourage second dwelling units (required by State Law)	✓	✓		✓	✓	
Comply with solar installation requirement (AB 2473)				✓		
Convert non-residential /under-utilized sites into residential in key areas	✓	✓	✓			
Revise fence regulations are confusing and too permissive (low quality materials used and to tall in front of house)				✓	✓	
Revise accessory structure rules				✓		
Improve standards for front yards (driveways, parking, coverage, impervious surface area, etc.)				✓	✓	
Provide standards for garage conversions (e.g. vehicle parking)				✓	✓	
Clarify yard requirement				✓		
Integrate apartment design into surround neighborhoods to avoid the creation of isolated compounds creating crime and safety problems.			✓	✓		
Create diverse streetscapes	✓			✓		
Include standards for boats and trailers					✓	
Update landscape requirements					✓	

City of Rancho Cordova Zoning Code Update Issue Summary – What We’ve Heard So Far

Issue / Policy	GP	SG	FB	SC	UI	Solution
Reduce or eliminate need for sound walls		✓			✓	
Update alley standards – development standards/setbacks					✓	

**Table 1-6
Environmental / Drainage Issues**

Issue / Policy	GP	SG	FB	SC	UI	Solution
Incorporate water efficient standards (e.g. low maintenance landscaping)				✓		
Integrate tree protection requirements into zoning code				✓	✓	
Noise issues should be integrated into code. Include noise attenuation options				✓	✓	
Require improve design for drainage facilities					✓	

**Table 1-7
Code Enforcement /Nuisance Issues**

Issue / Policy	GP	SG	FB	SC	UI	Solution
Require that commercial signage be adequately maintained			✓	✓		
Provide tools for property maintenance (landscape, junk, rubbish)	✓		✓	✓	✓	
Provide more tools for Illegal dumping and rubbish					✓	
Provide temporary sign regulations					✓	
Define outdoor storage/allowed items					✓	
Provide graffiti abatement tools					✓	
Provide off-street parking controls					✓	

City of Rancho Cordova Zoning Code Update
Issue Summary – What We’ve Heard So Far

Table 1-8
Other Issues

Issue / Policy	GP	SG	FB	SC	UI	Solution
Require that more buildings have sprinklers for fire safety					✓	
Encourage use of technology in buildings (integrate traffic technology)					✓	
Consider an American River Parkway (overlay)					✓	

ACM

ZONING CODE UPDATE

Joint Work Session #1
April 26, 2006

Today's Agenda

- Progress Report
- Highlights of what we have heard so far?
- Entitlement Process Options
- Draft Code Outline
- Next Steps

Progress Report

- Work scope approved (February, 5, 2007)
- Project Initiation (February/April)
- Issue Identification (April/May)
 - Audit of existing policy (GP, Smart Growth, FBSP, existing code)
 - Working Group and Advisory Team meetings
 - Joint Work Session #1
- Document Set-up / Code Concepts (April - June)
 - Zoning Code Outline
 - Key Issues Summary Report
 - Interactive Zoning Code set-up
 - Code Concepts
- Consideration of Key Issues (May – July)
- Prepare Draft Zoning Code Document (June – October)
- Final Zoning Code and Map (October – December)
- January 1, 2008 - new code in effect!!

What Have We Heard So Far?

Procedural / Administrative

- User-friendly code
- Decision-making authority
- Mixed-use & infill projects are “scary” to developers (e.g. long process, development standards)

What Have We Heard So Far?

Urban Design Issues

- Create vibrant interesting places
- Transit Oriented Development
- Convention Overlay

What Have We Heard So Far?

Commercial and Mixed Use Issues

- Create an interesting, walkable environment
- Need public/quasi-public spaces
- Update sign regulations
- Update landscape requirements
- Restrict/limit certain "nuisance uses"
- Compatibility between uses

What Have We Heard So Far?

Business Park / Industrial Uses

- Modernize regulations for office/industrial sites
- Allowing limited residential uses in office parks (e.g., live-work units)
- Improve classification system for allowed uses

What Have We Heard So Far?

Residential Issues

- Diversity of housing type within neighborhoods
- Connectivity of neighborhoods (e.g., streets, open space, access to non-residential uses)
- Update miscellaneous standards applicable to accessory uses/ additions to property and structures

What Have We Heard So Far?

Environmental / Drainage Issues

- Design of drainage facilities
- Noise mitigation
- Tree preservation

*Linda - strong on we need
preservation plan when
there is heritage oak or
heritage standard tree*

What have we heard so far?

Code Enforcement

- Tools for property maintenance
- Temporary sign regulations
- Outdoor storage of vehicles and other miscellaneous items

Entitlement Process Options

- Existing Entitlement Process (handout)
- Considerations:
 - Expedited review for special projects or areas
 - New administrative permits for specific projects
 - Creation of new planning agency (e.g., Design Review Board)

Draft Outline (handout)

- I. Zoning Code Enactment and Applicability
- II. Administration and Permit Procedures
- III. Zoning Districts, Allowed Uses, and Development Standards
- IV. General Site Planning and Development Regulations
- V. Special Use Regulations
- VI. Definitions

Next Steps

- Complete Issue Summary Report
- Interactive on-line Zoning Map
- Initiate work on special topics
- Next Joint Work Session in late May/early June to discuss code concepts

Designated Approval Authority Matrix

When a proposed project requires more than one permit with more than one Approving Authority, all project permits shall be processed concurrently and final action shall be taken by the highest level designated Approving Authority for all such requested permits.

Approval Authority

Type of Permit or Decision	Designated Approval Authority ¹ "R" symbolizes the "Recommending Body" "F" symbolizes the "Final Decision Making Body"		
	Planning Director	Planning Commission	City Council
Zoning Code Interpretation	F		
Zoning Clearance/Plan Check	F		
Minor Deviation	F		
Variance	R	F	
Temporary Use Permit	F		
Minor Use Permit	F		
Conditional Use Permit	R	F	
Administrative Design Review ²	F		
Design Review – Planning Commission ²	R	F	
Design Review – City Council ²	R	R	F
Tentative Parcel Map	R	F	
Tentative Subdivision Map	R	F	
Special Planning Area	R	R	F
Specific Plan	R	R	F
Zoning Amendment (Text and Map)	R	R	F
General Plan Amendment	R	R	F
Prezoning	R	R	F
Development Agreement	R	R	F

Notes:

1. All listed actions are subject to appeal.
2. See Design Review Approving Authority Table for a specific listing of applicable projects subject to Design Review approval and the corresponding Approving Authority.

Appeal Authority

Approving Authority for Action Being Appealed	Appeal Authority	
	Planning Commission	City Council
Planning Director	X	
Planning Commission		X

Design Review Approving Authority

Land Use Type	Planning Director	Planning Commission	City Council
Single family Residential Subdivision Maps			X
Master Home Plans for Single Family Residential Subdivisions	X		
Multifamily Residential Development		X	
Non-Residential Development (new construction/additions)			X